



The Most Beautiful Home Furnishing Store In All of California . . .

This beautiful new award winning structure, designed by one of the southland's most prominent architects . . . Rick Farber and associates, is an outstanding example of brick and sumpstone motif . . . truly a magnificent example of contemporary modern construction.

Quality Furniture . . . At Unusually Low Prices

DECORATOR SERVICE AVAILABLE

AT NO EXTRA CHARGE

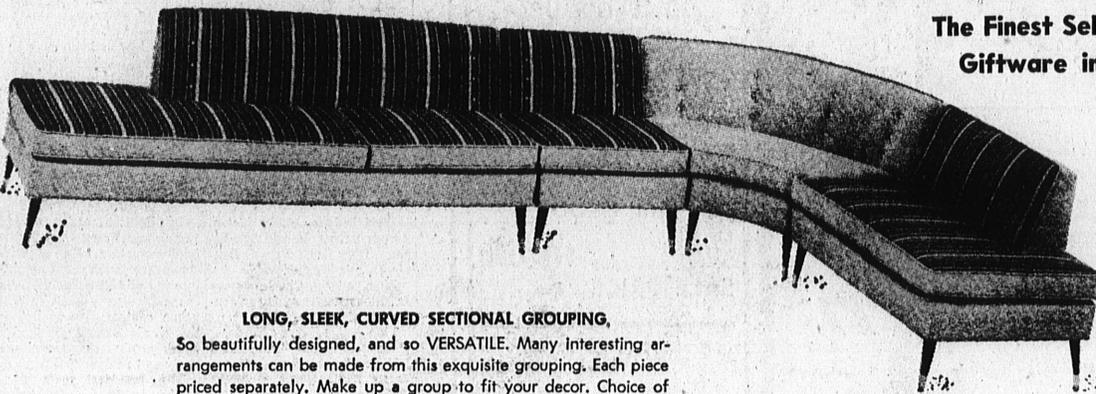
By Phone Appointment We Offer Free Transportation To And From The Store. — Phone FR. 4-4948



**. . . announcing . . .
a beautiful new star is born . . .
The Opening of The Bay Shore Furniture**

**Make This
A Furniture Christmas . . .**

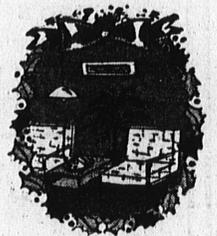
**The Finest Selection of Furniture and
Giftware in The So. Bay Area**



LONG, SLEEK, CURVED SECTIONAL GROUPING,

So beautifully designed, and so VERSATILE. Many interesting arrangements can be made from this exquisite grouping. Each piece priced separately. Make up a group to fit your decor. Choice of most modern fabrics and colors . . . Our Policy: the finest mdse. at the lowest prices.

Terms Available



The gift that thrills everyone in the family is a fine piece of furniture or a smart home accessory that will be used with delight for years to come! Let your gift reflect the love you bear—give beautiful, practical furniture!

See us today.

Why Not Drop In And Browse Today

Gifts to please the most discriminating

TERMS AVAILABLE

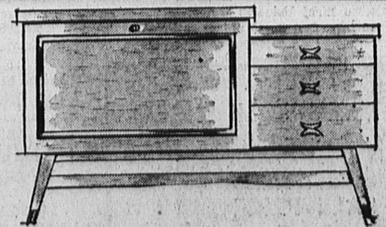
CONTEMPORARY DESIGN

FOAM RUBBER SEAT, BACK and ARMS . . . AVAILABLE IN DECORATOR FABRICS.



NEW LOOK IN LAMP DESIGNS

For Xmas Gifts - Lamps - Wall Decor - Chandeliers - Clocks For very unusual GIFTS, Bay Shore is your best source. We offer the finest in Imported and Domestic Brands at very Modest and Reasonable Prices. Our Personnel has the "know-how" and the wide selection to suggest the correct choice for your decor.



GIFTS TO PLEASE HER . . .
LANE CHEDAR CHESTS
AVAILABLE IN ALL POPULAR FINISHES

"The Most Beautiful Showrooms Throughout the Bay Area"

Bay Shore

FINE HOME FURNISHINGS

16900 Hawthorne Blvd., Lawndale

(Corner 169th Street)

Open Daily 9 to 9, Saturday 9 to 9, Sunday 11 to 6

"Easy Budget Terms of Course—Parking in the Rear"

FRONTIER 4-4948

FREE GIFTS . . .

. . . To help celebrate the GRAND OPENING of the Bay Area's newest and most beautiful Home Furnishing Store . . . the management of Bay Shore Furniture is offering a group of thrilling GRAND OPENING GIFTS.

ABSOLUTELY FREE . . . NO PURCHASE NECESSARY

- FREE Imported French Perfume
- FREE Fork and Spoon Salad Set!
- FREE Beautiful Candy Dish!
- FREE Valuable Ash Tray!

New Styles . . . New Ideas . . . New Low Prices

EVERYTHING FOR YOUR HOME

- | | |
|--------------------|---------------------|
| Modern | Contemporary |
| Early American | Provincial |
| • BEDROOM SETS | • SECTIONALS |
| • DINING ROOM SETS | • LOVE SEATS |
| • SOFAS | • OCCASIONAL PIECES |

Finest selection of giftware in the South Bay Area

Bay Shore Furniture Company . . . one big store devoted exclusively to unusually different home furnishings . . . a complete and fascinating collection of pieces exquisitely displayed in stunningly modeled settings that whisper delicious decorating ideas for your home . . . priced to turn wishful thoughts into reality. Visit us soon . . . and combine memorable savings with the golden moment of discovering a new decorating medium within your budget.

**OUR ENTIRE STOCK HAS BEEN
SPECIALLY MARKED DOWN FOR THIS EVENT!**

. . . If you are desirous to shop in a truly relaxed atmosphere while planning to decorate your home or apartment, we suggest that you come on into our new and beautiful store. Our staff of decorating consultants will help you select from our large stock of furniture by the world's leading manufacturers . . . and you'll be pleased to learn that it actually costs LESS to do business with BAY SHORE FURNITURE.

STORE HOURS 9 A. M. 'TIL 9 P. M.

Giant Drawing!

Drop into our lovely new store TODAY and sign up for the GRAND FREE DRAWING on a Nationally Advertised 5-piece Dinetto Set by Delta . . . worth \$139.50 everywhere. YOU DON'T have to be PRESENT AT THE DRAWING TO WIN . . . NOTHING TO WRITE, NOTHING TO BUY . . . JUST COME IN TODAY . . . YOU CAN BE THE LUCKY WINNER OF OUR JUMBO GRAND OPENING DRAWING . . . WINNER TO BE ANNOUNCED ON JAN. 4 AND POSTED ON OUR WINDOW.

